



2018 Lunar New Year Festival 年節展街會

Event Details



Date & Time

Feb. 3, 2018 10:00 am ~ 9:00 pm

Feb. 4, 2018 10:00 am ~ 7:00 pm



Festival Location

Along Garvey Avenue, City of Monterey Park
From Garfield Ave. to Alhambra Ave.

Co-Produced by

City of Monterey Park

World Journal LA, LLC

City of Monterey Park Business

Improvement District Advisory Committee





Year of the Dog

The Lunar New Year is traditionally celebrated for a 15-days period which generally falls in January & February on the lunar calendar. For Year of the Dog, Chinese New Year day falls on Saturday, Feb 16th.

Family unity is the central theme of the Lunar New Year. It is a time when families gather together from around the world to celebrate. While people celebrate the festival in various ways, the main activities revolve around well-wishing, good food, shopping, and entertainment. Many Chinese customs are also practiced throughout this period to symbolize a new beginning: Homes and businesses are cleaned and decorated, new items are bought to replace the old, and new clothes are worn (specifically on New Year's Day).





2018 Lunar New Year Festival at Monterey Park

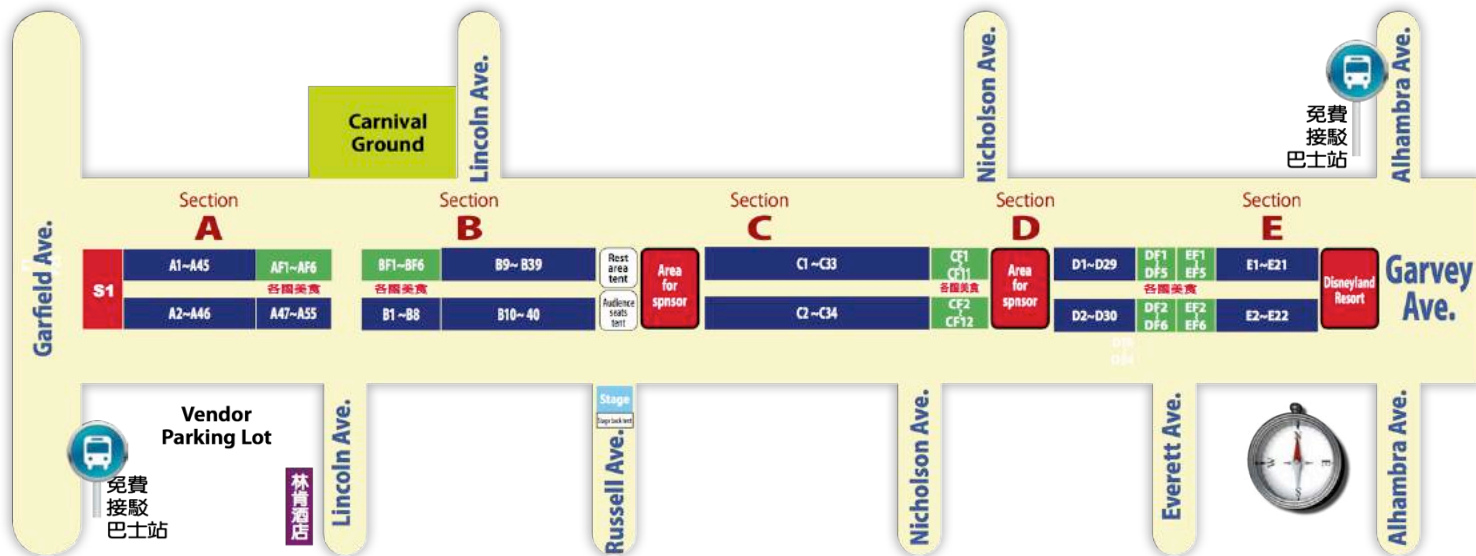


The City of Monterey Park and the World Journal LA, LLC partnering up again to produce the festival of the year- the Lunar New Year Festival - to celebrate the Lunar New Year. The event will take up one mile, or 5 street blocks and featured performance stage, drawing hundreds of thousands of people to celebrate the New Year.

With family unity as the central theme, we hope to bring families together to celebrate this holiday season through good food, shopping, and entertainment. In addition to being a family-friendly event, it is also a prime opportunity for businesses to gain exposure and community interactions.



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2017 Lunar New Year Festival



World Journal Newspaper

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DAILY NEWS

365 days a year, issuing 80 pages on weekdays and 100 pages on weekends



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Younger Demographic
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WJ Mobile App provides the latest news for readers on the go whenever and wherever via smartphones or tablets

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Weibo (795,000 followers)

- Los Angeles World Journal
- World Journal

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- Los Angeles

Youtube

- World Journal Channels in NY, SF and LA

World Journal Website



1,000,000+ page views daily



Promotional Channels



Street Banners
4 announcement
banners for 21 days in
Monterey Park



Print Media
World Journal, San
Gabriel Tribute, La
Opinion



Radio
Chinese radio
broadcast



Digital
APP, Web, Social
Media



TV
Local Chinese
television channels



Event Flyers & Posters
Posted in Chinese
Community

Sponsorship Options

		Industry Exclusive \$50,000	Superior Sponsor \$35,000	Diamond \$20,000	Jade \$10,000	Platinum \$5,000	Gold \$3,000
Pre-Event Benefits	Large banner on streets 3 weeks before event w/ sponsor's name & logo (4 locations)	✓					
	VIP at Event press conference	✓	✓	✓			
	Guest speaker at event press conference	✓	✓				
	Sponsor's banner at press conference	✓	✓				
Event Benefits	Full page color ad on Event Map (50k circulation)	✓					
	Prime location booth space (Catering to sponsor's need. Max 4)	Max. 4	Max. 4	Max. 4	Max. 3	Max. 2	1
	Event entrance banner on balloon arch	1	1				
	Logo on stage backdrops	2(L)	2(L)	2(M)	2(M)	2(R)	1(R)
	Sponsor's vertical banner on street lamp post	8	6	6	4	2	2
	VIP at ribbon cutting ceremony	✓	✓	✓			
	Sponsor to be identified at opening ceremony	✓	✓	✓	✓	✓	✓
	Guest speaker at opening ceremony	✓	✓				
	Sponsor's stage time (15 min)	4	2	2			
	Performance in honor of sponsor	Dragon Dance	Lion Dance	Lion Dance			
	Sponsor to be announced thru. event duration	20	18	16	12	8	
	Imprinted red envelopes of sponsor name & logo	2000/pks	1000/pks				
	Gift copy of event video for sponsor	✓	✓	✓	✓		
Media Benefits	Sponsor name & logo on all event agenda	✓	✓	✓	✓	✓	✓
	Sponsor color ad on event agenda	BC FP	F/P	H/P	H/P	Q/P	
	Sponsor name & logo on event poster	✓	✓	✓	✓	✓	✓
	Sponsor name & logo on all event TV c.f.	✓	✓	✓	✓	✓	
	Sponsor name & logo on event print ad	✓	✓	✓	✓	✓	✓
	Sponsor name & logo on www.la.worldjournal.com	✓	✓	✓	✓	✓	✓
	1/2 page World Journal color feature exposures for sponsor's business	✓	✓	✓			
Post event centerfold pictorial coverage in WJ (w/ two quarter page color AD)	✓	✓					



Thank You!

*For more information:
lunarnewyears.com*

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